

Message Text

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PAGE 01 ISLAMA 03541 110857Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 PM-05 SS-15 SP-02 INR-10
/051 W

-----079451 112026Z /50R

R 110632Z APR 78
FM AMEMBASSY ISLAMABAD
TO SECSTATE WASHDC 6671
AMCONSUL KARACHI

UNCLAS ISLAMABAD 3541

E.O. 11652: N/A
TAGS: BBSR, PK
SUBJ: US COMMUNICATIONS EQUIPMENT AND SYSTEMS - MARKET STUDY

REF: (A) STATE 89873, (B) KARACHI 1652, (C) ISLAMABAD 2760

1. REGARDING QUESTION RAISED IN REF A, THE ANSWER IS NO.
HOWEVER WE DO NOT BELIEVE TIGHT MILITARY BUDGET MATERIALLY
CHANGES PROSPECTS FOR TRADE MISSION.

2. THE MAIN REASONS FOR SELECTING A TRADE MISSION AS
THE APPROPRIATE VEHICLE FOR PAKISTAN ARE THE IMPORTANCE
OF PERSONAL CONTACTS IN PAKISTANI PURCHASING DECISIONS
AND PREVIOUS LACK OF AMERICAN PRESENCE IN THIS AREA. ALSO,
THE OBJECTIVES SET OUT IN PAGE 2 OF THE MARKET STUDY DO
NOT INCLUDE IMMEDIATE SALES BUT RATHER THE ESTABLISHMENT
OF RELATIONSHIPS WHICH COULD LEAD TO FUTURE SALES. NEITHER
THE REASONS FOR NOR OBJECTIVES OF THE TRADE MISSION APPEAR
TO BE AFFECTED BY THE SITUATION OUTLINED IN REF C.

3. THE BUDGET CUTS REFERRED TO IN REF C WERE INTRO-
DUCED AFTER THE INITIAL FRAMING OF THE DEFENSE BUDGET
AND THUS SOME EXPECTED PROCUREMENTS WERE UNDOUBTEDLY
NOT MADE. JUST HOW TELECOMMUNICATIONS WILL FARE IN
THE NEW, AND STILL AUSTERE, BUDGET REMAINS TO BE
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SEEN. HOWEVER, KARACHI'S DEMAND PROJECTION OF ABOUT
DOLS150 MILLION FOR THE MILITARY IN THE NEXT TWO OR
THREE YEARS INDICATES THAT THERE ARE STILL POSIBILITIES
FOR SALES TO THE DEFENSE AGENCIES.
HUMMEL

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NNN

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